

**AGENDA**  
**ADVERTISING AND PROMOTION COMMISSION**

- I. Call to Order – Maudie Schmitt
- II. Reports
  - A. Approval of Minutes for July 11, 2011 regular monthly meeting
  - B. Financial Report
    - 1. HMR Revenues – Marilyn Heifner
    - 2. Financial Statements - Keith Glass
    - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
  - C. Clinton House Museum Report -
  - D. Visitor Bureau Report – Shelly Walters
  - E. Town Center Report – Sandra Bennett
  - F. Executive Director Report – Marilyn Heifner
  - G. Advertising Agency Report – Mike Sells
- III. Old Business
- IV. New Business
- V. Adjourn

**ADVERTISING AND PROMOTION COMMISSION  
REGULAR MEETING  
July 11, 2011**

**Commissioners Present:** Bill Lyle, Bob Davis, Lioneld Jordan, Hannah Mills, Maudie Schmitt and Justin Tennant.

**Commissioners Absent:** Brandon Karn

**Staff Present:** Marilyn Heifner, Sandra Bennett, Shelly Walters

**CALL TO ORDER**

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on July 11, 2011, at the Fayetteville Town Center at 2:00 p.m.

**MINUTES**

Minutes of the June 13 meeting should read "Update from the City Attorney – Collections from the City Prosecutors office of \$310 for the month (not year)." Moved by Davis, second by Tennant to approve the minutes of the June meeting as corrected. Motion carried.

**FINANCIAL REPORT**

HMR Revenue – Collections for the month of June were \$205,700, an 11.57% increase. Year to date increase is 4.61%, with a total of \$1,088,501.

Financials – Keith Glass reviewed May financials. All expenses are in line with budgets. Davis moved to accept financials, second by Tennant. Motion carried.

Update from the City Attorney – Kit Williams reported that City Prosecutor collected \$7,725.13 in overdue HMR taxes in June. He pointed out that cases on the list which had no delinquent balance were those the Prosecutor was seeking fines owed for delinquent taxes.

**CLINTON HOUSE MUSEUM**

Activities of the Clinton House Museum were varied and brought an increase in the number of visitors seeing the house. The house was used as a pre-event party site for Wal-Mart Shareholders meeting. America in Bloom judges had breakfast and toured the house. Central's Center for Children brought a large group of elementary aged children for a scavenger hunt.

**CONVENTION VISITORS BUREAU**

We mailed out 399 visitors guides in response to inquiries for June. This number is down but May was more than double previous months due to a large batch on May 27.

The Visitors Center had over \$6300 in sales and 1463 visitors. The spending per visitor is up to \$4.32 year to date from \$2.25 last year.

The Hawg Showcase produced 1,251 room nights for Fayetteville the week of June 9-12. The week of June 19-25 was very busy for downtown. We had 1500 coaches in town for Coaches Clinic and the All-Star games as well as 300 teachers meeting at the Town Center for the UA Literacy Symposium. Julie helped host a motor coach FAM trip the last week of June with 38 tour operators from Oklahoma. She has booked two tours for 2012 already from the trip. I will be attending the ASAE conference next week in Branson.

The CVB has 15,166 Facebook fans and 807 followers on Twitter.

#### **TOWN CENTER**

Sales (returned contracts) were up 108% over last year June. Collections were up 99% (\$28,863.76) same month. Average sales per event were up 108% as well. Town Center staff has reached 45% of the yearly goal.

#### **EXECUTIVE DIRECTOR REPORT**

Marilyn presented a 6 month status update for commissioners. (See attached) has been working with Griffon, the army publication that goes to all soldiers. Fayetteville will be featured in the July issue. All military read this publication, so we expect to get some soldiers here on leave after their overseas tour.

The roof at the CVB was replaced and insurance covered most of the replacement cost. It was damaged by the hail. Marilyn and the CVB will work with a Video promotions course for short YouTube videos to put on our website. We currently have 4 interns from the Advertising and P. R. curriculum.

Travel writer Suzanne Corbett's article on the Civil War in NWA will appear in Southern Traveler in September.

A Veteran's Day parade has been scheduled for Nov. 11 around the Fayetteville square. A car show will be held at the same time.

The Fayetteville Farmer's Market has been nominated for one of American's favorite Farmer's Markets. Voting will continue from June 1 until August 31.

#### **ADVERTISING AGENCY**

Mike Sells reported that the Fayetteville Guide would arrive Thursday. He reviewed snapshots of traffic on our websites. June visits on experiencefayetteville.com website were up 54% and year to date visits are up 28%.

#### **OLD BUSINESS**

##### **BONDS FOR WALTON ARTS CENTER PROJECT -**

Tennant started discussion indicating that it was an important time for the entertainment district and it was advantageous for us a partnership with the University. Fayetteville has a proven commitment to the arts and he felt that it was time to send the bond proposal to the council for debate. Ultimately, the decision will rest in the hands of the voters. He said he had received enough information to send the proposal to the council.

Davis wanted to wait for the Schuler report (60-90 days away). He said he thought the Schuler report would tell us what WAC wants and needs. He wanted to be up front with everything we have. When the original proposal was given to the WAC, the A & P Commission had never seen it.

The Mayor said he thought it was okay to wait for the Schuler report and reconsider this at the September meeting.

Schmitt said if we are going to give it our stamp of approval, we need all the information then we stand a better chance of sending it to the public.

Lyle said he supports WAC but wants it to be successful and needs more information.

Mills said she was personally struggling with the idea, but was okay with it going through for a public vote.

The Mayor will place it on the agenda when the Schuler report comes in.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner  
Executive Director

**CLINTON HOUSE MUSEUM**

Attendance - 148% increase over 2010

Increased inventory and revenue in gift shop

Exclusive dealer of law school tee shirts

Increased revenue from events and private parties

Bus tours - 300% increase

Property improvements

trim and windows painted

installation of gutters and painting of Carriage House

Iron handrails installed for ADA

Flag pole installed

Joined American Museum Association and attended Arkansas Museum Association meeting

Redesigned Museum brochure to include President's visit

New Historic Register brochure

Signage added reflecting street name change

First Ladies Garden - expanded to west side of house, sprinkler system

New exhibits on former property owners

## **TOWN CENTER**

100 events generating \$185,131,47 in revenue  
incidental sales up 61.5%  
collections have gone from a 29% deficit to a 5% deficit for the year  
Upgraded Room Viewer software and EMS, booking software  
Developed two catering menus establishing FTC as full service facility  
Remodeling  
    Installation of new carpet  
    Painting of facility  
    New chairs  
    New lobby  
    lighting  
    New projectors with higher lumens  
    Wall touch panels and remote touch panels installed  
    New screen in Mockingbird  
Team of 5 part time event managers trained  
Received GreenWay certification after environmental sustainability assessment  
Community involvement  
    Artist of the month featured  
    Gallery opening reception each First Thursday  
    Fayetteville Art Festival being revived  
Social Media up

## **CVB**

Five year strategic plan for meetings market  
Distributed 6,000+ visitor guides through residence halls  
Group Tours  
    24 tours (35 goal in 2011)  
    New tours - John Butterfield & Louise Thaden  
    One stop shop for tour operators  
    Trade shows - utilization of those memberships to promote Fayetteville  
        American Bus Association  
        Travel South  
        Bank Travel  
        Governor's conference on Tourism  
        Branson Area Receptive Association - monthly  
    Hub and spoke from Little Rock to Fayetteville - 5 day itinerary  
    Rookie Red  
        Bachelor - Will you accept this bluebird?  
Sports  
    NASC conference & Symposium

Little Rock Marathon Expo  
Sports promoter meeting to build relationships and cooperation  
AAO  
Diamond Skills Baseball  
Arkansas Activities Association  
All Sports Productions  
Fayetteville Youth Baseball  
UA Athletics  
Housing bureau for Hawg Showcase and 16U World Series  
Hawg - 55 teams, 2500 participants, 9 hotels, 1300 room nights, \$600,000 economic impact

Visitor Center  
Total sales - \$23,515.12 - a 177.29% increase (YTD 2010 - \$8,480.29)  
Total visitors - 5,432 - 45% increase (2010 YTD - 3,762)  
Per visitor expenditure - \$4.33 per person ( \$2.25 YTD 2010)  
Expected to surpass 2010 sales by \$20,000  
First Thursday - event expanded to 2 streets, Kids Zone, Town Center plaza, sponsors

Communications  
New First Thursday logo, website and branding materials  
Updated Downtown Fayetteville map and listings  
15,000+ Fayetteville, AR facebook fans  
800+ Twitter followers  
New Restaurant Week logo and website  
Brochures - Historic Walking Tour, All Season's Trail, Trails brochure, Gallery Guide  
Fayetteville Guide will be delivered on Wednesday

Overall  
HMR increased - hotels up \$4,200, restaurants up \$14,433  
We have 4 interns from the UA Journalism for summer  
VOCUS - public relations and marketing tool  
Successful hospitality summit with the UA Hospitality department  
Staff competed in Arkansas Jeopardy  
Keep Arkansas Beautiful and Arkansas Parks and Tourism Commissions met here  
America in Bloom Judges were here in June - Fayetteville will host in 2012

## **CLINTON HOUSE MUSEUM**

Attendance - 148% increase over 2010  
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    New lobby

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        American Bus Association

        Travel South

        Bank Travel

- Governor's conference on Tourism
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  - Rookie Red
  - Bachelor - Will you accept this bluebird?
- Sports**
  - NASC conference & Symposium
  - Little Rock Marathon Expo
  - Sports promoter meeting to build relationships and cooperation
  - AAO
  - Diamond Skills Baseball
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- Visitor Center**
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- Communications**
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- Overall**
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  - We have 4 interns from the UA Journalism for summer
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  - America in Bloom Judges were here in June - Fayetteville will host in 2012

Advertising and Promotion Commission  
For month of July **2011**

Current Year HMR Collected (2120.0912.4101.00)	\$ 205,201.63
Prior Year Collected (2120.0912.4101.01)	\$ 236.18
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,113.97
Total Revenues	\$ 206,551.78
Annual Bond Audit Expense (2120.9120.7602.60)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (4,108.76)
Bank of OK Quarterly Fee (2120.9120.5712.00)	
Town Center Bond Payment (2120.9120.5712.00)	\$ (56,304.00)
2008 Property Taxes on Town Center (2120.9120.7602.60)	
Total Expenses	\$ (60,412.76)
<b>Total Check to A&amp;P</b>	<b>\$ 146,139.02</b>

*~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.*

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2008-2011**

	2008 Total HMR Taxes	2009 Total HMR Taxes	2009 Change Over Prior Year	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year
January	\$174,005	\$166,214	-4.48%	\$166,645	0.00%	\$179,546	7.74%
February	\$158,693	\$167,141	5.32%	\$143,940	-13.88%	\$158,037	9.80%
March	\$172,804	\$180,027	4.18%	\$172,662	-0.09%	\$169,093	-2.06%
April	\$183,672	\$191,542	4.28%	\$187,730	-2.00%	\$187,976	0.00%
May	\$175,064	\$190,320	8.71%	\$185,096	-2.74%	\$188,149	1.65%
June	\$194,447	\$190,237	-2.17%	\$184,371	-3.08%	\$205,700	11.57%
July	\$188,253	\$180,944	-3.88%	\$196,323	0.08%	\$205,438	4.60%
August	\$174,648	\$167,897	-3.87%	\$180,741	7.65%		
September	\$190,244	\$176,463	-7.24%	\$184,471	4.54%		
October	\$187,125	\$189,728	1.39%	\$195,169	2.87%		
November	\$197,814	\$190,887	-3.50%	\$213,494	11.84%		
December	\$174,682	\$174,568	0.00%	\$171,511	-0.18%		
<b>Total</b>	<b>\$ 2,171,451</b>	<b>\$2,165,969</b>	<b>0.00%</b>	<b>\$2,182,155</b>	<b>0.75%</b>	<b>\$1,293,939</b>	<b>4.62%</b>



# Keith M. Glass, CPA

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## Accountant's Compilation Report

503 Pitman P.O. Box 268  
Prairie Grove 72753  
(479) 846-3424  
fax (479) 846-4314

To Commission Members,

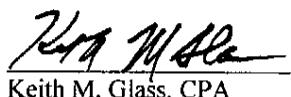
I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of June 30, 2011 and the related statements of revenue and expenses for the period then ended, and six months then ended and the period then ended last year, and six months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

  
Keith M. Glass, CPA

8-4-11  
Date

Fayetteville A&P Commission  
 Statement of Assets, Liabilities & Equity - Modified Cash Basis  
 June 30, 2011

ASSETS

Current Assets		
CVB Cash in Register	\$	100.00
CHM Cash in Register		100.00
Arvest A&P General #4856		49,805.87
1st Security A&P General #8714		419,792.25
1st Sec Fay Town Ctr #8722		116,160.90
1st Sec. Clinton House #8749		40,260.44
1st Sec. Conv Visitor #8730		92,046.18
Arvest Payroll Account #4636		12,975.87
Accounts Receivable		18.48
Due From Other Funds		8,114.47
Investments		1,804,376.12
Investment Adj to Market		10,057.07
 Total Current Assets		 2,553,807.65
Property and Equipment		
Furniture and Fixtures		41,952.36
Equipment		179,689.91
Leasehold Improvements		45,775.99
CVB Building		930,569.02
CVB Land		198,621.00
Building Additions		318,677.24
Accum. Depreciation		(339,396.50)
 Total Property and Equipment		 1,375,889.02
Other Assets		
 Total Other Assets		 0.00
 Total Assets	 \$	 3,929,696.67

LIABILITIES AND CAPITAL

Current Liabilities		
Accrued Expenses	\$	(13,001.11)
Aflac		188.46
Colonial Life & Acc Ins Payabl		75.22
Federal Payroll Taxes Payable		9,767.35
FUTA Tax Payable		732.93
State Payroll Taxes Payable		1,472.24
SUTA Payable		(1,475.01)
Employee Benefits Payable		12.34
Due to Other Funds		4,089.99
Due to Town Center		4,142.40
 Total Current Liabilities		 6,004.81
Long-Term Liabilities		
 Total Long-Term Liabilities		 0.00

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
June 30, 2011

Total Liabilities	6,004.81
<b>Capital</b>	
Beginning Balance Equity	3,879,562.33
Unrestricted Fund Balance	281,937.74
Restricted Fund-540 Film Grant	221.53
Retained Earnings	225.00
Net Income	<u>(238,254.74)</u>
Total Capital	<u>3,923,691.86</u>
Total Liabilities & Capital	\$ 3,929,696.67

**Fayetteville A&P Commission**  
**Statements of Revenue & Expenses - Modified Cash Basis**  
**For the Month and Six Months Ending June 30, 2011**

		Current Month		Year to Date	
<b>Revenues</b>					
HMR Tax Revenue	\$ 205,675.72	82.35	\$ 1,076,077.24	72.19	
Prior Year HMR Tax Revenue	24.00	0.01	12,423.33	0.83	
Rental Income	28,517.67	11.42	194,004.15	13.02	
Other Income	3,750.00	1.50	9,880.00	0.66	
Parking Revenue	348.00	0.14	2,804.00	0.19	
Parking Lease	0.00	0.00	5,542.35	0.37	
Gift Shop Sales	377.00	0.15	2,123.94	0.14	
Visitor Store	6,197.56	2.48	23,929.73	1.61	
Partnership Income	0.00	0.00	4,400.00	0.30	
Admission Revenue	327.00	0.13	2,723.54	0.18	
Special Projects	0.00	0.00	6,955.00	0.47	
Interest Income Investments	1,113.97	0.45	7,216.15	0.48	
Interest Income Checking	421.64	0.17	2,713.96	0.18	
Visitor Guide Ad Income	3,000.00	1.20	12,075.00	0.81	
Hospitality Summit	0.00	0.00	180.00	0.01	
Fee Refunds	0.00	0.00	(2,525.00)	(0.17)	
Transfer In	0.00	0.00	130,000.00	8.72	
<b>Total Revenues</b>	<b>249,752.56</b>	<b>100.00</b>	<b>1,490,523.39</b>	<b>100.00</b>	
<b>Cost of Sales</b>					
Clinton House Gift Shop	1,555.43	0.62	3,161.41	0.21	
<b>Total Cost of Sales</b>	<b>1,555.43</b>	<b>0.62</b>	<b>3,161.41</b>	<b>0.21</b>	
<b>Gross Profit</b>	<b>248,197.13</b>	<b>99.38</b>	<b>1,487,361.98</b>	<b>99.79</b>	
<b>Expenses</b>					
Signage- Tourism	3,122.00	1.25	6,669.79	0.45	
Credit Card Discounts	666.42	0.27	2,961.73	0.20	
Bank Charges	15.93	0.01	374.01	0.03	
Parking Expense	100.00	0.04	665.00	0.04	
Advertising & Marketing	139,941.37	56.03	294,558.10	19.76	
Brochures	8,681.28	3.48	69,889.41	4.69	
Accounting & Legal Fees	650.00	0.26	3,980.00	0.27	
Office Expense	1,544.94	0.62	7,940.85	0.53	
Visitor Store Exp	4,235.85	1.70	19,037.40	1.28	
Insurance & Health Benefits	4,827.87	1.93	26,508.88	1.78	
408 (P) Company Match	908.16	0.36	4,855.02	0.33	
Car Allowance	300.00	0.12	1,650.00	0.11	
Telephone Expense	676.64	0.27	4,516.44	0.30	
Postage and Shipping Expense	3,000.00	1.20	7,227.07	0.48	
Tracking Software	0.00	0.00	1,695.00	0.11	
Material & Supplies	0.00	0.00	563.76	0.04	
Rent	0.00	0.00	12,000.00	0.81	
Maintenance/Lawn	75.00	0.03	125.00	0.01	
Repairs & Maintenance Expense	21,828.40	8.74	83,394.39	5.59	
Kamensky Fountain Maintenance	2,428.76	0.97	3,634.40	0.24	
Linens	1,549.13	0.62	9,839.36	0.66	
Publications & Dues	0.00	0.00	3,055.00	0.20	
Travel/Training Expense	5,080.78	2.03	19,327.50	1.30	
Taxes & Licenses	500.00	0.20	3,967.23	0.27	
Collections Expense	4,113.99	1.65	21,770.01	1.46	
Payroll Tax Expense	2,753.22	1.10	19,937.89	1.34	

See Accountants' Compilation Report

**Fayetteville A&P Commission**  
**Statements of Revenue & Expenses - Modified Cash Basis**  
**For the Month and Six Months Ending June 30, 2011**

	Current Month		Year to Date	
Convention Development	7,268.22	2.91	24,912.41	1.67
Research Expense	0.00	0.00	475.00	0.03
Contract Labor	5,230.99	2.09	26,536.99	1.78
Wages Expense	34,799.82	13.93	192,193.00	12.89
Electricity Utility	11,794.01	4.72	29,743.62	2.00
Gas Utility	520.44	0.21	8,770.62	0.59
Water Utility	1,286.37	0.52	4,572.03	0.31
Cable	534.68	0.21	3,050.25	0.20
Recycling	0.00	0.00	929.10	0.06
Security	741.85	0.30	2,287.32	0.15
Airport Advertising	0.00	0.00	1,485.00	0.10
Minor Equipment	1,986.15	0.80	15,702.95	1.05
Minor Equipment Capitalized	112,536.30	45.06	112,536.30	7.55
Airport Info Booth	0.00	0.00	1,200.00	0.08
All Star Games	0.00	0.00	47,250.00	3.17
Saturday of Champions	6,198.50	2.48	6,198.50	0.42
DECA	0.00	0.00	1,827.75	0.12
Square Gardens	0.00	0.00	281.65	0.02
Dickson St Special Project	0.00	0.00	900.00	0.06
Joe Martin	0.00	0.00	2,500.00	0.17
Bikes, Blues, & Hot Rods	445.00	0.18	445.00	0.03
LOTO Special Project	0.00	0.00	8,508.90	0.57
Arts Live Theatre	0.00	0.00	1,000.00	0.07
Misc Special Project	21,550.78	8.63	132,093.09	8.86
Bond Payments-Town Center	56,304.00	22.54	337,824.00	22.66
Trustee Expense	0.00	0.00	2,250.00	0.15
Transfer OUT	0.00	0.00	130,000.00	8.72
 Total Expenses	 468,196.85	 187.46	 1,725,616.72	 115.77
 Net Income	 \$ (219,999.72)	 (88.09)	 \$ (238,254.74)	 (15.98)

**Clinton House Museum**  
**Stmnt of Budget, Revenue and Expenses - Modified Cash Basis**  
**Month End June 30, 2011**

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	72,071.00	72,071.00	30,235.00	41,836.00	42,071.00		60,000.00
Admission	6,000.00	3,000.00	2,831.86	3,168.14	500.00	327.00	2,766.20
Special Events		-	-				
Gift Shop Sales	5,000.00	2,496.00	2,334.49	2,665.51	416.00	410.24	2,274.48
Interest	144.00	72.00	69.79	74.21	12.00	20.52	45.24
Other Income		-	960.00	(960.00)		600.00	20.07
<b>Total</b>	<b>83,215.00</b>	<b>77,639.00</b>	<b>36,431.14</b>		<b>42,999.00</b>	<b>1,357.76</b>	<b>65,105.99</b>
<b>Expenses</b>							
Salary+Benefits	35,865.00	16,950.00	15,387.48	20,477.52	2,825.00	2,815.00	14,896.52
Payroll Tax Exp	2,870.00	1,356.00	1,345.12	1,524.88	226.00	202.77	1,333.88
Insurance-Health	4,025.00	2,010.00	2,535.74	1,489.26	335.00	431.96	1,662.01
401K Match	975.00	468.00	423.80	551.20	78.00	77.26	337.50
Rent	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Utilities-\$3690		-	-				
Water	1,000.00	275.00	345.92	654.08	65.00	77.42	268.26
Gas	1,345.00	811.00	898.50	446.50	50.00	27.73	797.37
Electricity	1,060.00	321.00	382.92	677.08	55.00	104.85	388.37
Telephone Actual	1,250.00	630.00	629.03	620.97	105.00	106.45	521.90
Materials & Supplies	1,100.00	500.00	1,425.58	(325.58)	100.00	330.54	490.05
Credit Card Discounts	750.00	365.00	352.39	397.61	60.00	52.02	242.25
Bank Charges		-	-				
Security	275.00	132.00	109.25	165.75	22.00	21.85	131.10
Maintenance/Lawn	500.00	300.00	125.00	375.00	50.00	75.00	210.00
Repair/Maintenance	1,000.00	400.00	4,543.88	(3,543.88)			108.16
Sales Tax	500.00	225.00	795.39	(295.39)	45.00		172.00
Special Projects	1,000.00	500.00	667.52	332.48		667.52	
Publications/Dues	200.00	-	100.00	100.00			104.27
Travel/Training	500.00	500.00	562.30	(62.30)			194.99
Gift Shop Items	5,000.00	2,500.00	3,161.41	1,838.59		1,555.43	1,378.59
<b>Total</b>	<b>83,215.00</b>	<b>40,243.00</b>	<b>45,791.23</b>		<b>4,016.00</b>	<b>6,545.80</b>	<b>35,237.22</b>

See Accountants' Compilation Letter

Conversion Vistors Bureau  
 Stmt of Budget, revenue and Expense - Modified Cash Basis  
 Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	313,431.24	250,000.00	100,000.00	213,431.24	125,000.00		250,000.00
Interest	600.00	300.00	145.15	454.85	50.00	54.21	280.14
Partnership Dues	6,000.00	2,800.00	4,400.00	1,600.00			5,000.00
Travel Hero	3,000.00	1,000.00		3,000.00			
Vist. Ctr. Store	30,000.00	11,500.00	23,896.49	6,103.51	2,500.00	6,164.32	8,647.91
Special Projects			5,675.00	(5,675.00)			
First Thursday	5,000.00	3,000.00	385.00	4,615.00	400.00		300.00
Dickson St	1,500.00	1,000.00		1,500.00			
Film Festival							
Premier Baseball							
Other Income			3,350.00	(3,350.00)			
<b>Total</b>	<b>359,531.24</b>	<b>269,600.00</b>	<b>137,851.64</b>		<b>127,950.00</b>	<b>6,218.53</b>	<b>268,303.05</b>
<b>Expenses</b>							
Salary+Benefits	183,608.00	87,000.00	79,535.46	104,072.54	14,500.00	14,583.00	92,193.33
Payroll Tax Exp	14,688.00	7,344.00	6,994.47	7,693.53	1,224.00	1,174.79	8,056.28
Insurance-Health	25,362.00	11,550.00	10,753.22	14,608.78	2,250.00	1,704.74	10,043.66
401K Match	5,508.24	2,754.00	2,086.39	3,421.85	459.00	340.28	1,917.80
Telephone	5,000.00	2,496.00	2,369.73	2,630.27	416.00	570.19	1,783.63
Electricity	4,620.00	2,180.00	1,762.60	2,857.40	385.00	356.78	2,044.78
Water	650.00	330.00	325.06	324.94	55.00	118.86	235.14
Conv & Tourism Develop	40,000.00	23,950.00	15,012.13	24,987.87	2,700.00	2,851.14	11,900.53
Travel & Training	32,385.00	17,320.00	18,565.20	13,819.80	100.00	4,980.78	17,710.19
Publications/Dues	3,810.00	2,660.00	2,205.00	1,605.00			2,802.00
Repair/Maintenance	2,000.00	1,200.00	5,415.22	(3,415.22)	400.00	17,807.35	296.01
Office Supp/Printing	12,000.00	6,000.00	2,864.03	9,135.97	500.00	787.43	4,369.24
Tracking Sftware/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	500.00	1,026.59	(26.59)	100.00	377.49	382.41
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			493.68
Visitor Ctr Store Itms	20,000.00	12,000.00	19,037.40	962.60	1,500.00	4,235.85	3,493.00
Education Reimbursement							
Bank Charges			182.85	(182.85)			
Parking Expense	1,200.00	600.00	600.00	600.00	100.00	100.00	600.00
Advertising & Marketing			262.08	(262.08)		262.08	1,150.00
Special Project			10,322.81	(10,322.81)			1,434.63
First Thursday	3,900.00	1,800.00		3,900.00	500.00		
Dickson St	1,500.00	1,000.00		1,500.00			
Minor Equipment			7,996.43	(7,996.43)		1,001.82	
Premier Baseball							2,835.00
Sales Tax							
Depreciation Expense							
Research Exp			475.00				
<b>Total</b>	<b>359,531.24</b>	<b>182,984.00</b>	<b>189,892.01</b>		<b>25,189.00</b>	<b>51,252.58</b>	<b>165,436.31</b>

See Accountants' Compilation Letter

**Fayetteville Town Center**  
**Stmnt of Budget, Revenue and Expense- Modified Cash Basis**  
**Month Ending June 30, 2011**

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Rental Incl Service							
Actual 11	394,880.00	188,614.00	174,521.65	220,358.35	22,680.00	25,167.67	179,929.30
Interest - Checking	480.00	240.00	296.10	183.90	40.00	52.63	232.07
Parking Revenue				(3,867.23)			
Daily	7,000.00	4,380.00	1,234.00	5,766.00	771.00		3,632.00
Leases	10,000.00	7,224.00	6,420.12	3,579.88		3,200.00	9,528.22
Sales Tax Exp	(3,500.00)	(1,302.00)	(377.50)	(3,122.50)	(333.00)		(2,070.54)
Special Projects	10,000.00	-	-	10,000.00			
Misc Revenue							
Transfer							12,461.25
<b>Total</b>	<b>418,860.00</b>	<b>199,156.00</b>	<b>185,961.60</b>		<b>23,158.00</b>	<b>28,768.30</b>	<b>203,712.30</b>
<b>Expenses</b>							
Salary+Benefits	156,379.00	74,796.00	60,843.43	95,535.57	12,466.00	10,975.17	56,799.80
Commissions							11,586.70
Contract Labor	1,500.00	750.00	9,676.99	(8,176.99)	125.00	2,240.99	6,010.80
Payroll Taxes	12,510.00	6,150.00	5,330.37	7,179.63	1,025.00	848.54	5,869.18
Credit Card Discount	3,000.00	1,500.00	1,582.75	1,417.25	250.00	236.91	1,434.18
Insurance	19,827.60	9,488.00	10,056.30	9,771.30	1,722.00	1,824.54	7,940.30
408K Match	4,691.37	2,248.00	1,250.46	3,440.91	407.00	290.62	1,326.30
Utilities							
Water	6,225.00	2,800.00	3,901.05	2,323.95	450.00	1,090.09	2,784.99
Phone	720.00	360.00	1,517.68	(797.68)	60.00		4,527.77
Electricity	64,741.00	30,096.00	27,540.36	37,200.64	4,752.00	11,332.38	24,764.82
Gas	11,969.00	8,876.00	7,893.97	4,075.03	233.00	492.71	7,869.89
Cable	5,400.00	2,700.00	3,050.25	2,349.75	450.00	534.68	536.34
Recycle Dumpster	1,980.00	990.00	929.40	1,050.60	165.00		330.56
Postage	500.00	300.00	109.99	390.01			410.29
Minor Equipment				3,159.24	(3,159.24)		
Office Expense	6,000.00	3,050.00	3,445.97	2,554.03	490.00	130.55	1,690.95
Linens	25,000.00	12,498.00	9,839.36	15,160.64	2,083.00	1,549.13	11,477.56
Outside Laundry							
Repairs & Maintenance	60,750.00	23,000.00	38,179.11	22,570.89	3,000.00	3,066.70	37,409.54
Advertising & Promo	3,000.00	1,750.00	926.64	2,073.36		66.35	1,131.14
Travel/Training	3,000.00	1,000.00	-	3,000.00			2,500.00
Building Insurance	9,000.00	-	-	9,000.00			
Taxes & Licenses	4,000.00	3,500.00	3,000.00	1,000.00	1,500.00	500.00	500.00
Special Projects	10,000.00	5,000.00	8,297.89	1,702.11		631.88	9,404.20
Misc	3,667.03	2,667.03	65.00	3,602.03			451.99
Bank Charges							
Security	5,000.00	2,100.00	2,156.22	2,843.78	400.00	720.00	2,027.41
Depreciation Eps		-	112,536.30			112,536.30	
<b>Total</b>	<b>418,860.00</b>	<b>195,619.03</b>	<b>315,288.73</b>		<b>29,578.00</b>	<b>149,067.54</b>	<b>198,784.71</b>

See Accountants' Compilation Letter

**Fayetteville A1 Commission**  
**Stmnt of Budget, Revenue and Expense-Modified Cash Basis**  
**Month Ending June 30, 2011**

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
HMR Tax Revenue	2,171,850.00	1,088,361.00	1,076,077.24	1,095,772.76	190,717.00	205,675.72	1,022,310.69
Prior Year HMR Tax Rev		-	12,423.33	(12,423.33)		24.00	17,513.27
Interest	35,000.00	17,504.00	7,216.15	27,783.85	2,916.00	1,113.97	17,916.90
Visitor Guide ads	15,000.00	15,000.00	12,075.00	2,925.00	7,500.00	3,000.00	9,250.00
Misc Income	17,000.00	17,000.00	4,045.00	12,955.00		550.00	6,823.51
Health Reimbursemen	4,893.41	2,441.59	-	4,893.41	407.00		
Rental Income		-	16,525.00	(16,525.00)		2,750.00	16,173.00
Interest Inc Checking	1,500.00	750.00	2,202.92	(702.92)	125.00	294.28	605.17
<b>Total</b>	<b>2,245,243.41</b>	<b>1,141,056.59</b>	<b>1,130,564.64</b>		<b>201,665.00</b>	<b>213,407.97</b>	<b>1,090,592.54</b>
<b>Expenses</b>							
Unrealized Gain/Loss							
Town Center Fund	675,548.64	336,972.00	337,824.00	337,724.64	56,162.00	56,304.00	335,696.46
Bond Audit Exp	2,000.00	-	-	2,000.00			
Bond Paying Agent Fe	6,000.00	3,000.00	2,250.00	3,750.00			2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00			
Collection Exp	43,437.00	21,765.00	21,770.01	21,666.99	3,814.00	4,113.99	20,796.48
Transfer to CVB	313,431.24	200,000.00	100,000.00	213,431.24			250,000.00
Transfer to Clinton Hoi	72,071.00	60,000.00	30,000.00	42,071.00	30,000.00		60,000.00
Peace Fountain Maint	10,000.00	4,998.00	1,205.64	8,794.36	833.00		3,160.09
Contract Labor		-	16,500.00	(16,500.00)		2,750.00	16,500.00
Salaries	81,653.00	40,824.00	36,666.63	44,986.37	6,804.00	6,666.65	34,377.02
Payroll Tax Exp	7,348.77	3,672.00	6,267.93	1,080.84	612.00	527.12	3,063.30
Insurance-Health	10,953.51	5,280.00	3,164.12	7,789.39	880.00	866.63	(150.17)
401K Match	2,449.59	1,200.00	1,094.37	1,355.22	200.00	200.00	963.70
Car Allowance	3,600.00	1,800.00	1,650.00	1,950.00	300.00	300.00	1,650.00
Advertising & Marketin	400,000.00	175,000.00	293,369.38	106,630.62	35,000.00	139,612.94	143,311.25
Airport Info Booth	5,200.00	3,600.00	1,200.00	4,000.00	1,200.00		2,400.00
Airport Advertising	6,000.00	3,000.00	1,485.00	4,515.00	1,500.00		2,970.00
Brochures	150,000.00	74,000.00	69,889.41	80,110.59	40,000.00	8,681.28	88,394.15
Website Update	5,000.00	5,000.00	-	5,000.00	5,000.00		

See Accountants' Compilation Letter

**Fayetteville A2 Commission**  
**Stmnt of Budget, Revenue and Expense-Modified Cash Basis**  
**Month Ending June 30, 2011**

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
Signage- Tourism	10,000.00	6,100.00	6,457.26	3,542.74	400.00	3,122.00	6,694.66
Publication & Dues	2,045.00	1,025.00	750.00	1,295.00			1,279.95
Travel/Training	5,000.00	3,000.00	200.00	4,800.00		100.00	2,535.22
Recycling							661.12
Office Sup & Printing	1,000.00	600.00	769.03	230.97	100.00	296.42	1,048.57
Postage	20,000.00	9,000.00	7,117.08	12,882.92	500.00	3,000.00	10,926.40
Professional Services	7,500.00	3,750.00	3,980.00	3,520.00	625.00	650.00	3,740.00
Straegic Planning			385.35	(385.35)			
Audit Expense	2,000.00	-	-	2,000.00			
Town Center Garden M	10,000.00	-	-	10,000.00			2,868.96
Square Gardens							
Special Projects	239,176.00	239,176.00	182,102.54	57,073.46		20,918.90	13,203.30
Air Museum		-					5,300.00
AR H.S. Coaches Clinic		-					17,250.00
Arts Live		-					
Bikes, Babes, & Bling		-					15,898.86
Bikes, Blues, & Hot Rods		-			445.00		8,489.17
Committee for Mardi Gras		-					1,404.03
DECA Marketing Fash. Show		-					1,350.00
H.S. Allstar Games		-					30,000.00
NWA Coaches Clinic		-					
Saturday of Champions		-				6,198.50	2,500.00
State Soccer Finals		-					
7A State Track Meet		-					1,500.00
Baseball & Softball Weekend		-					
Dickson St Music		-					
Duathlon		-					2,288.00
4 State Volleyball Classic		-					
Iron Pig Festival		-					
Joe Martin Stage Race		-					
Natl School Boards		-					2,257.26
Ozark Valley Triathlon		-					

See Accountants' Compilation Letter

**Fayetteville A3 Commission**  
**Stmnt of Budget, Revenue and Expense-Modified Cash Basis**  
**Month Ending June 30, 2011**

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
Fayetteville Night Jam	-	-	-	-	-	-	
Ozark Military Museum	-	-	-	-	-	-	
Solar Splash	-	-	-	-	-	-	5,000.00
TheatreSquared	-	-	-	-	-	-	19,871.86
Tri Sports Kid's & Family Triathlon	-	-	-	-	-	-	
NCAA Baseball Regional	-	-	-	-	-	-	10,000.00
NCAA Track Indoor	-	-	-	-	-	-	10,500.00
SEC Tennis Tournament	-	-	-	-	-	-	
SEC Men's & Women's Indoor	-	-	-	-	-	-	
SEC Softball Championships	-	-	-	-	-	-	2,000.00
Walton Arts Center	-	-	-	-	-	-	30,000.00
Misc Expense	-	57.74	(57.74)	-	-	-	(9,020.06)
Repair & Maintenance	75,000.00	26,000.00	38,086.59	36,913.41	4,000.00	3,383.11	9,822.11
Minor Equip	50,000.00	37,500.00	4,098.26	45,901.74	6,250.00	316.81	30,048.14
Depreciation Exp	20,000.00	9,990.00	-	20,000.00	1,665.00	-	
Bank Charges	-	191.16	(191.16)	-	-	15.93	18.94
Taxes & Licenses	-	-	-	-	-	-	9.56
Convention Development	-	9,514.93	-	-	-	4,417.08	
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66	-	-	
<b>Total</b>	<b>2,245,243.41</b>	<b>1,282,481.66</b>	<b>1,178,046.43</b>		<b>195,845.00</b>	<b>262,886.36</b>	<b>1,204,828.33</b>

See Accountants' Compilation Letter



www.accessfayetteville.org

**Departmental Correspondence**



**LEGAL  
DEPARTMENT**

Kit Williams  
*City Attorney*

Jason B. Kelley  
*Assistant City Attorney*

**TO: Mayor Jordan  
A&P Commissioners**

**CC: Don Marr, Chief of Staff  
Casey Jones, Prosecuting Attorney**

**FROM: Kit Williams, City Attorney**

**DATE: August 3, 2011**

**RE: Overdue HMR collection efforts**

The Fayetteville City Prosecutor's Office collected **\$8,750.86** in July to bring its year-to-date total overdue HMR taxes collected to **\$28,793.16**. Four of the 20 cases were closed with full payment of the overdue HMR taxes.

**CLINTON K. JONES**  
CITY PROSECUTOR  
**BRIAN THOMAS**  
DEPUTY CITY PROSECUTOR



**OFFICE OF CITY PROSECUTOR**

MANDY FINKLEA  
OFFICE ADMINISTRATOR  
E-mail: hotcheck@ci.fayetteville.ar.us  
PHONE: (479) 575-8377  
(479) 575-8378  
Hot Checks: (479) 575-8254  
FAX #: (479) 575-8373

**MEMO**

**TO:** **K. Williams**  
**Fayetteville City Attorney**

**FROM:** **Casey Jones**  
**Fayetteville City Prosecutor**

**DATE:** **August 2 , 2011**

**RE:** **Status of Active HMR cases**

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Boars Nest BBQ	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
3.	Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
4.	Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
5.	Chubber Sr's Chili Dog	John N. Martel	Letter Delinquent Balance: No Forms
6.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Paid : \$200 Delinquent Balance: \$4,390.66 Pending FTA Warrant
7.	Elenitas	Elaine M. Reyes	Delinquent Balance: -0- Trial Date: 7/20/11 – Settled Case Closed
8.	Habibi	Michael S. Gumm	Active Criminal Summons Delinquent Balance: No Forms

Kit Williams  
August 2, 2011  
Page 2

9.	Hog Heaven, Inc.	Cynthia Haseloff	Letter Delinquent Balance: No Forms
10.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
11.	Mama Deans	Meneria D. Morrison Terry L. Morrison	Paid: \$769.64 Delinquent Balance: -0- Case Closed
12.	Northern Exposure	Kevin M. Laughlin	Paid: \$ 6,554.41 Delinquent Balance: -0- (Pd in Full)
13.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: -0- Delinquent Balance: \$4,642.60
14.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Paid: -0- Delinquent Balance: \$3,090.00
15.	Shelton Tucker Craft American Legion Post #27	Don A. Foster Rodney L. York	Paid: \$295.54 Arraignment: 7/25/11 – Pending FTAS Active Criminal Summons Delinquent Balance: No Forms
16.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$8,936.64
17.	Tiamo Italian Restaurant Business Closed	Saad E. Elsawy Shawn R. Wilkins	Paid: \$ 781.27 Delinquent Balance: -0- ((Pd. In Full)
18.	Uncle Gaylord's Business Closed	Hiram F. Brandon	Letter Delinquent Balance: No Forms
19.	Willy D's	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
20.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 Pending FTA Warrant

**TOTAL: 8,750.86**

# CLINTON HOUSE MUSEUM

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## MONTHLY REPORT

**JULY 2011**

The Clinton House Museum had a total of 303 visitors in June. We also have a new Walking Tour (see attached) to better serve our guests.

### MUSEUM ACTIVITIES AND EVENTS:

June 15<sup>th</sup> – Press Conference – Unveiling of Fayetteville Guide – The Clinton House is featured on pages 7 & 8 of the new guide and honored Fayetteville faces include:

Kyle Kellams, Radio Personality - Ozarks at Large on KUAF

Dr. Goodwin-Charles Ogbeide, UA Professor and Coordinator of Lights of the Ozarks

Sonia Davis Guitierrez, Founder of New Design School

Benjamin Del Shreve, Musician

Ed Knight, Owner of Penguins Ed's Bar-b-que

June 17<sup>th</sup> – Baby Shower – 30 attendees

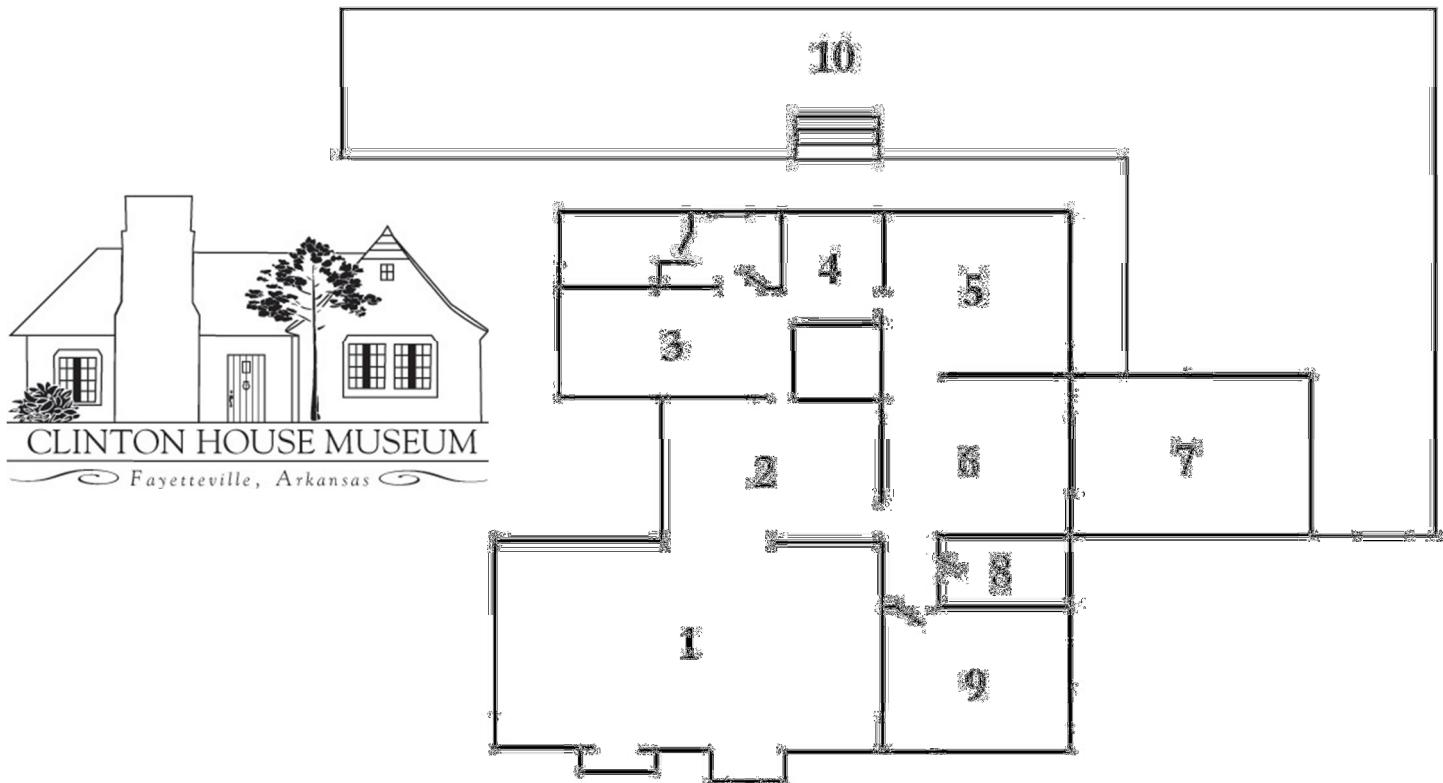
June 18<sup>th</sup> – Washington County Historical Society, Quarterly Meeting – 35 attendees

### UPCOMING EVENTS:

August 19<sup>th</sup> – Bill's 64<sup>th</sup> birthday 5pm – 7pm. We will be offering Free Admission all day, Birthday cake will be served in addition to Bills Favorite Snacks - Moon Pies, Peanuts, and RC Cola. Music will be provided by the Saxophone Quartet of the Arkansas Winds.

August 29<sup>th</sup> - September 9<sup>th</sup> – “Civil War Arkansas 1861-1865”, Arkansas Sesquicentennial Commission Traveling Exhibit. In cooperation with the Old State House Museum and the Arkansas Humanities Council, the exhibit includes a timeline and dozens of images of people, places and battles in Arkansas.

# Clinton House Museum Walking Tour



1. Bill and Hillary were married in the living room in 1975, which features a replica of Hillary's wedding gown and displays of the home's previous owners. The inglenook fireplace classically styling the English Tudor architecture was tiled by Bill himself.
2. Referred to by the Clinton's as the "War Room", this formal dining room was used as an office and was Campaign Headquarters for the 1976 Attorney General Campaign.
3. The Kitchen has been painted back to Hillary's choice of bright orange. The sparingly used kitchen was complete with harvest gold appliances and removed cabinet doors, a popular fad of the time.
4. Bill Clinton once hung wallpaper (quite unsuccessfully) in this tiny breakfast nook. The 1970s decor of the "mod" kitchen was complimented in the wallpaper. Pictures in this nook include Bill's lifelong mentor, Senator J. William Fulbright, Robert Leflar, the namesake of the University of Arkansas' Leflar School of Law, Bill's rental home, designed by E. Faye Jones – the Fayetteville architect who was the prodigy of Frank Lloyd Wright, and an autographed copy of Miller Williams' 1996 Inaugural Poem.
5. The Clintons casually referred to this as the "Rec Room". This room, a relaxing informal living area, was used to play board games. Clue and Scrabble were two of their favorites.
6. The "Library" was stacked floor to ceiling with books on cinder blocks and 2x4's. Domestic and International Maps show visitors from all over the world. Take a moment to "put a pin" in the place you call home.
7. Originally a screened in porch; Bill dragged the bedroom mattress out here to sleep in the summer because the house didn't have air-conditioning at the time...humble beginnings for a President and a Secretary of State.
8. The bathroom features the original tile flooring and pedestal sink from the 1930s.
9. The Master Bedroom includes Bill's Handwritten Speeches, Campaign Commercials, and original wallpaper in the closet. You can even see the nails that Bill hung in the closet for his neckties.
10. The back door leads to the First Ladies Garden. Dedicated by Bill in 2010, this Garden features the favorite flowers of each and every First Lady of the United States from Martha Washington to Michelle Obama.

## Fayetteville Visitor Center - 2011 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Sales Totals</b>	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79					
<b>2010 Totals</b>	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
<b>% Change</b>												
<b>from 2010</b>	53.3%	256.3%	228.8%	141.0%	220.9%	169.3%	62.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

<b>Visitor Count</b>	295	238	691	1301	1454	1463	1441					
<b>2010 Totals</b>	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
<b>% Change</b>												
<b>from 2010</b>	38.50%	13.88%	59.95%	44.40%	53.86%	37.76%	4.57%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

2010 Totals		2011 Totals	
Sales	\$29,334.44	Sales	\$29,223.06
Visitors	10208	Visitors	6,883

*% Change = divide the difference between the two numbers by the 2010 number  
then move the decimal two spaces right*

2010 monthly sales average=	\$2,444.54
2010 monthly visitor average=	851
2010 sales per visitor =	\$2.87

2011 monthly sales average=	\$4,174.72
2011 monthly visitor average	983
2011 sales per visitor =	\$4.25

# ***Inquiries Tabulated by Source/Mode***

**From: 7/1/2011 To: 8/2/2011**

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*NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.*

---

<b>Source</b>	<b>800 Number</b>	<b>e-mail</b>	<b>Formatted - Bulk</b>	<b>Formatted - First CI</b>	<b>Mode</b>	<b>Totals</b>
<b>@ Website</b>	1	6	0	138		145
<b>Midwest Living</b>	0	0	275	0		275
<b>Travel Guides Free</b>	0	0	124	0		124
<b>Travel Information.com</b>	0	0	217	0		217
<b>UA Graduate School</b>	0	0	1	148		149
<b>Where to Retire</b>	0	0	53	0		53
<b>Totals:</b>	1	6	670	286		963

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## **Fayetteville Convention & Visitors Bureau**

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ [info@experiencefayetteville.com](mailto:info@experiencefayetteville.com) ~ Web:  
[www.experiencefayetteville.com](http://www.experiencefayetteville.com)

		ADVERTISING INQUIRIES BY STATE - 2011													
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL	
AE				1										1	
Alabama	14	9	4	10	12	5	11							65	
Alaska		2	4	1	4	2	2							15	
Alberta	1	1	0	2	1		1							6	
AP		1													
Arizona	12	11	4	5	11	4	15							62	
Arkansas	125	75	96	96	94	26	97							609	
British Columbia	2	2		2										6	
California	34	27	20	21	51	11	20							184	
Colorado	8	14	11	8	22	4	8							75	
Connecticut	1	3	1	1	16	1	1							24	
Delaware		1	1		1		4							7	
Florida	29	33	22	14	26	8	27							159	
Georgia	23	15	6	7	15		21							87	
Hawaii			1	2	1	2								6	
Idaho	2	2	2	1	1	2	3							13	
Illinois	66	49	37	46	190	36	78							502	
Indiana	23	30	17	20	98	12	33							233	
Iowa	36	22	17	15	82	14	24							210	
Kansas	43	23	30	29	70	18	42							255	
Kentucky	12	16	4	6	25	1	16							80	
Louisiana	38	19	19	16	27	14	28							161	
Maine	1	2	2	3		1	1							10	
Manitoba		1												1	
Maryland	6	6	3		9	1	8							33	
Massachusetts	3	11	4	1	14	2	3							38	
Michigan	33	32	23	33	105	16	25							267	
Minnesota	39	28	14	15	72	15	26							209	
Mississippi	14	14	5	4	13	6	22							78	
Missouri	139	74	50	57	159	26	75							580	
Montana	4	3	1		3	7	1							19	
Nebraska	15	8	11	10	47	1	11							103	
Nevada	7	1	3	1	5	1	2							20	
New Brunswick	3	4	2	2	1	3	1							16	
Newfoundland															
New Hampshire	4	1	1				2							8	
New Jersey	7	9	5	2	17		12							52	
New Mexico	5	6	3	1	8	2	2							27	
New York	19	23	18	11	22	14	17							124	
North Carolina	25	10	5	8	10	7	11							76	
North Dakota	3	3	2	1	3	1	2							15	
Nova Scotia	2	1				1								4	
Ohio	27	38	20	29	121	11	29							275	
Oklahoma	74	22	35	34	57	19	41							282	
Ontario	5	6	9		4	2	3							29	
Oregon	3	4	3	7	7	2	3							29	
Pennsylvania	16	25	12	15	15	5	12							100	
Prince Edward Isl.		0												0	
Puerto Rico	1	1			1	1								4	
Quebec	3	2	2	1	2		5							15	
Rhode Island	2	2			2		1							7	
Saskatchewan	1	1					1							3	
South Carolina	20	9	6	2	1	1	9							48	
South Dakota	5	2		2	17		8							34	
Tennessee	15	25	19	16	23	11	28							137	
Texas	135	82	83	58	100	60	112							630	
Thailand															
Utah	9	6	1	1	3	2	2							24	
Vermont		3					1							4	
Virginia	12	7	13	9	14	1	4							60	
Washington	18	6	7	2	14	2	2							51	
Washington, D. C.	2	1												3	
West Virginia	7	8	6	1	9		7							38	
Wisconsin	42	31	19	20	115	18	43							288	
Wyoming	4	6		2	2									14	
Military														0	
TOTAL	1197	880	685	650	1742	399	963	0	0	0	0	0		6515	

## Sales Leads by Date Issued

July 2011	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
Arkansas Recreation and Parks Association Annual Conference	04/12/2011 04/14/2011		50	25	30	15,570
Junquers Travel	10/12/2011 10/12/2011	10/01/2011	40	0	0	4,152
<b>Sub-Total for July</b>	<b>2 Meetings</b>		<b>90</b>		<b>30</b>	<b>\$19,722.00</b>
<b>GRAND TOTAL</b>	<b>2 Meetings</b>		<b>90</b>	<b>30</b>	<b>\$19,722.00</b>	

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## Definite Bookings By Booking Date

<b>July 2011</b>	<b>Meeting Dates</b>	<b>Attnd</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
Boone County Master Gardener's	07/08/2011 07/08/2011	35	0	0	3,633
Labette Bank Golden Adventure Club	07/22/2011 07/22/2011	55	0	0	5,709
UA Volleyball Arkansas Invitational	08/26/2011 08/28/2011	200	0	0	62,280
Junquers Travel	10/12/2011 10/12/2011	40	0	0	4,152
Men's Expo	03/09/2012 03/11/2012	0	0	0	0
Arkansas Activities Association All Star Week	06/18/2012 06/21/2012	2,000	250	750	830,400
Arkansas Activities Association Arkansas High School Coaches Clinic	06/19/2012 06/21/2012	1,500	250	500	467,100
<b>Sub-Total for July</b>		<b>7 Meetings</b>	<b>3,830</b>	<b>1,250</b>	<b>\$1,373,274</b>
<b>GRAND TOTAL</b>		<b>7 Meetings</b>	<b>3,830</b>	<b>1,250</b>	<b>\$1,373,274</b>

## Lost Business By Sales Manager

<b>MARLO</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
<b>July 2011</b>					
UA Track and Field NCAA Outdoor Track Regionals Reason: Conflict with date					
	05/22/2012 05/27/2012	500	250	1,250	311,400
	<b>Sub-Total for July</b>	<b>1 Meetings</b>	<b>500</b>	<b>1,250</b>	<b>\$311,400.00</b>
	<b>Sub-Total for MARLO</b>	<b>1 Meetings</b>	<b>500</b>	<b>1,250</b>	<b>\$311,400.00</b>
<b>SHELLY</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak</b>	<b>Rooms</b>	<b>\$ Value</b>
<b>July 2011</b>					
National Rural Electric Cooperative Association Region 8&10 Meeting Reason: Insufficient meeting space					
	10/20/2014 10/23/2014	1,350	725	1,630	560,520
	<b>Sub-Total for July</b>	<b>1 Meetings</b>	<b>1,350</b>	<b>1,630</b>	<b>\$560,520.00</b>
	<b>Sub-Total for SHELLY</b>	<b>1 Meetings</b>	<b>1,350</b>	<b>1,630</b>	<b>\$560,520.00</b>
	<b>GRAND TOTAL</b>	<b>2 Meetings</b>	<b>1,850</b>	<b>2,880</b>	<b>\$871,920.00</b>

## Convention Calendar

		Attendance/ Peak/Rooms Headquarters		
<b><u>Meeting Dates</u></b>				
<b>August 2011</b>				
8/20/2011	<b>Good to Go with Patti Beth</b>	45	0	0
8/20/2011				
8/26/2011	<b>USSSA</b>	400	50	100
8/28/2011	<b>National Slow Pitch Tournament</b>			Holiday Inn Express
8/26/2011	<b>UA Volleyball</b>	200	0	0
8/28/2011	<b>Arkansas Invitational</b>			Candlewood Suites
<b>September 2011</b>				
9/2/2011	<b>UA Football**</b>	72,000	2,000	4,000
9/4/2011	<b>Home Football Games</b>			Citywide
9/3/2011	<b>Hispanic Caucus</b>	200	50	100
9/4/2011	<b>Fall Conference</b>			Multiple Hotels
9/16/2011	<b>UA Football**</b>	72,000	2,000	4,000
9/18/2011	<b>Home Football Games</b>			Citywide
9/26/2011	<b>Arkansas Activities Association</b>	100	20	40
9/28/2011	<b>Womens' 7A State Golf Championships</b>			Multiple Hotels
9/28/2011	<b>GMS Group**</b>	100,000		
10/1/2011	<b>Bikes, Blues, and Hot Rods Too</b>			
9/28/2011	<b>Bikes, Blues, BBQ**</b>	300,000	2,000	7,000
10/1/2011				Citywide
<b>October 2011</b>				
10/3/2011	<b>Arkansas Activities Association</b>	100	20	40
10/5/2011	<b>Men's 7A State Golf Championships</b>			Multiple Hotels
10/7/2011	<b>UA Football**</b>	72,000	2,000	4,000
10/9/2011	<b>Home Football Games</b>			Citywide
10/12/2011	<b>Junquers Travel</b>	40	0	0
10/12/2011				
10/14/2011	<b>Chile Pepper Run**</b>	8,000	500	500
10/15/2011				Citywide
10/14/2011	<b>National Federation of the Blind - Arkansas Chapter</b>	100	15	30
10/16/2011	<b>State Conference</b>			Clarion
10/15/2011	<b>Fayetteville Art Beats and Eats</b>	5,000	0	0
10/16/2011				
10/17/2011	<b>Arkansas Activities Association</b>	200	40	40
10/18/2011	<b>Men's &amp; Women's 7A State Tennis Championships</b>			Multiple Hotels
10/19/2011	<b>TraveLink</b>	50		0
10/21/2011				Clarion
10/21/2011	<b>UA Chemistry &amp; Biochemistry</b>	500	90	90
10/22/2011	<b>Undergrad Reserach Conference (INBRE)</b>			Cosmopolitan Hotel

## Convention Calendar

<u>Meeting Dates</u>		Attendance/ Peak/Rooms Headquarters		
<b>October 2011</b>				
10/25/2011	<b>Sweet Magnolia Tours</b>	50	0	0
10/27/2011				
10/28/2011	<b>California Oregon Symposium</b>	50		
10/30/2011	<b>Symposium</b>			

# Fayetteville Town Center, Manager's Activity Report

July 1, 2011 to July 31, 2011

## Sales:

	JULY 2010 (base)	JULY 2011	Month % Change	YTD 2010	YTD 2011	YTD % Change
<b>Sales</b> (# returned contracts by log date – GL)	20	16	(20%)	122	112	(8%)
<b>Complete Events (Paid/Sponsored)</b> (EMS Calendar - attached)	16	18	6%	127	117	(8%)
<b>Sales</b> (\$ returned contracts by log date – GL)	\$48,318.11	\$31,475.00	(35%)	\$205,703.06	\$181,747.87	(12%)
<b>Collections **</b> (\$ - Payment Log)	\$35,654.27	\$33,378.12	(6%)	\$231,227.67	\$218,509.59	(5%)
<b>\$ Executed Contracts</b>	\$23,956.11	\$18,475.00	(22%)	\$217,202.11	\$225,996.00	(6%)
<b>Credit</b> (\$ - GL)	-0-	-0-	NA	-0-	-0-	NA
<b>Average per event</b> (\$ Sales / # Sales)	\$2,415.91	\$1,967.19	(19%)	\$1,686.09	\$1,622.75	(3%)

\*\* We have collected 53% of our annual sales goal.

## Operations Items:

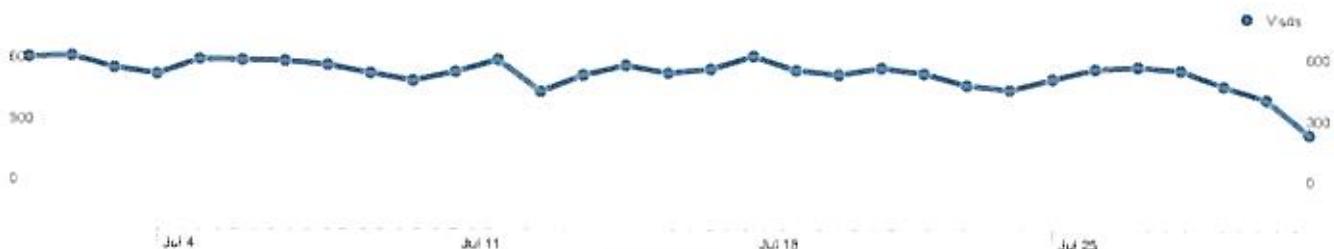
- Routine maintenance and repairs.

## Marketing, Sales and Public Relations:

- Working on booking events in 2012.
- Average amount of contracts for July was \$1,319.64.

## Event List:

- July 1 – Cloutier Reception
- July 2 – Gema's 15<sup>th</sup> Birthday
- July 2 – Lourdes 50<sup>th</sup> Anniv. Party
- July 3 – Gray Reception
- July 9 – Guinn Reception
- July 9 – McClure Reception
- July 12 – Arkansas Support Network
- July 16 – Allen Reception
- July 20 – Fayetteville Library
- July 23 – Butler Reception
- July 25 – Smart Step Literacy
- July 26 – Smart Step Literacy
- July 27 – Smart Step Literacy
- July 28 – Smart Step Literacy
- July 28 – Chi Alpha
- July 30 – Ronnie Brewer



### Site Usage

15,945 Visits      48.12% Bounce Rate

52,638 Pageviews      00:02:29 Avg. Time on Site

3.30 Pages/Visit      80.20% % New Visits

### Traffic Sources Overview



- **Search Engines**  
6,913.00 (43.36%)
- **Referring Sites**  
4,525.00 (28.38%)
- **Direct Traffic**  
4,507.00 (28.27%)

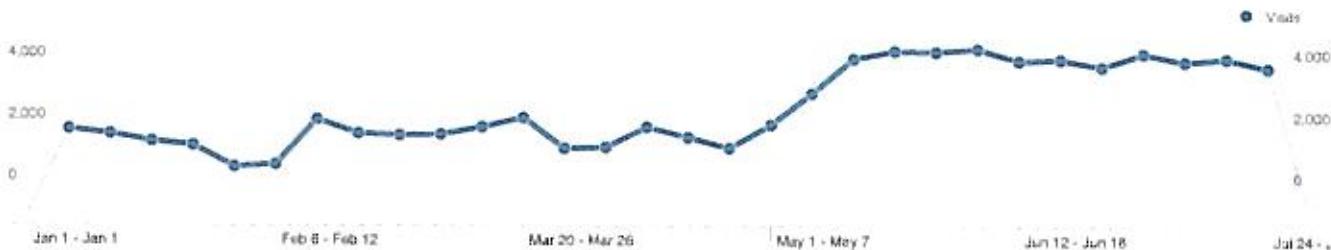
### Content Overview

Pages	Pageviews	% Pageviews
/	12,129	23.04%
/play.php	7,351	13.97%
/calendar.php	3,614	6.87%
/guide.php	1,798	3.42%
/visitors.php	1,599	3.04%

### Comparison to Previous Year

July 2011 Visits: 15,945  
 July 2010 Visits: 11,142

January-July 2011 Visits: 78,587  
 January-July 2010 Visits: 60,149



### Site Usage

78,587 visits

44.93% Bounce Rate

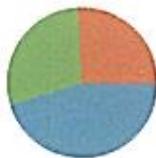
269,962 Pageviews

00:02:39 Avg. Time on Site

3.44 Pages/Visit

78.14% % New Visits

### Traffic Sources Overview



- **Search Engines**  
35,566.00 (45.26%)
- **Referring Sites**  
22,712.00 (28.90%)
- **Direct Traffic**  
20,309.00 (25.84%)

### Content Overview

Pages	Pageviews	% Pageviews
/	52,012	19.27%
/play.php	32,955	12.21%
/calendar.php	20,519	7.60%
/guide.php	14,310	5.30%
/stay.php	8,812	3.26%



### Site Usage

1,014 Visits

36.88% Bounce Rate

3,166 Pageviews

00:01:50 Avg. Time on Site

3.12 Pages/Visit

76.43% % New Visits

### Traffic Sources Overview



- **Search Engines**  
659.00 (64.99%)
- **Referring Sites**  
235.00 (23.16%)
- **Direct Traffic**  
120.00 (11.83%)

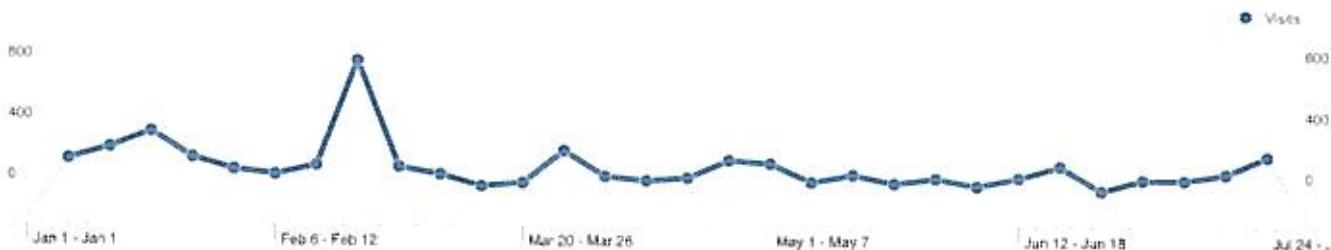
### Content Overview

Pages	Pageviews	% Pageviews
/NaN	2,815	88.91%
/	86	2.72%
/wedding.shtml	43	1.36%
/about.shtml	33	1.04%
/faq.shtml	30	0.95%

### Comparison to Previous Year

July 2011 Visits: 1,014  
July 2010 Visits: 737

January-July 2011 Visits: 7,797  
January-July 2010 Visits: 6,849



### Site Usage

7,797 Visits	34.09% Bounce Rate
25,353 Pageviews	00:01:44 Avg. Time on Site
3.25 Pages/Visit	76.75% % New Visits

### Traffic Sources Overview



### Content Overview

	Pages	Pageviews	% Pageviews
/NaN	24,501	96.64%	
/	243	0.96%	
/wedding.shtml	88	0.35%	
/about.shtml	76	0.30%	
/index.shtml	66	0.26%	



### Site Usage

502 Visits

24.30% Bounce Rate

1,098 Pageviews

00:00:58 Avg. Time on Site

2.19 Pages/Visit

89.24% % New Visits

### Traffic Sources Overview



- **Search Engines**  
254.00 (50.60%)
- **Referring Sites**  
203.00 (40.44%)
- **Direct Traffic**  
45.00 (8.96%)

### Content Overview

Pages	Pageviews	% Pageviews
/	539	49.09%
/home.html	512	46.63%
/Timeline.html	47	4.28%

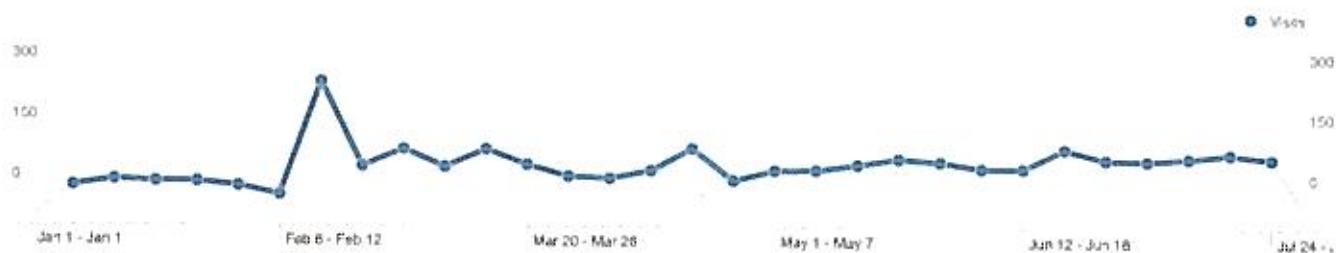
### Comparison to Previous Year

July 2011 Visits: 502

July 2010 Visits: 2,737

January-July 2011 Visits: 3,087

January-July 2010 Visits: 5,042



### Site Usage

3,087 Visits	27.21% Bounce Rate
6,579 Pageviews	00:01:04 Avg. Time on Site
2.13 Pages/Visit	89.93% % New Visits

### Traffic Sources Overview



■ Referring Sites	1,396.00 (45.22%)
■ Search Engines	1,385.00 (44.87%)
■ Direct Traffic	306.00 (9.91%)

### Content Overview

Pages	Pageviews	% Pageviews
/	3,190	48.49%
/home.html	3,073	46.71%
/Timeline.html	309	4.70%
/www.clintonhousemuseum.org	3	0.05%
/translate_c?hl=ro&langpair=enl	1	0.02%